

CSA-Compliant Mail Headers

Since October 2019, CSA-compliant emails have to contain an additional field in the mail header and need to have one change in an already-required field.

This text gives an easy overview about the minimum requirements which have to be fulfilled.

RFCs do apply

In order to be compliant, your email has to conform to all the relevant RFCs, especially RFC2822.

Use One-Click Functionality for List-Unsubscribe

This functionality is defined in RFC8058. In short, it requires you to have a List-Unsubscribe header field. Its value has to be a https-URL which will allow the user to unsubscribe. Your email must also have a List-Unsubscribe-Post header field. Its value has to be the text "List-Unsubscribe=One-Click".

Use X-CSA-Complaints

Your email must contain the X-CSA-Complaints header field with the value "whitelist-complaints@eco.de".

Use DKIM

DKIM is defined in RFC6376. CSA requires that you sign at least these header fields:

- X-CSA-Complaints
- List-Unsubscribe
- List-Unsubscribe-Post
- From
- To

Example Header

DKIM-Signature: v=1; a=rsa-sha1; c=relaxed/relaxed; s=mail; d=my.do.main; h=Subject: **To: List-Unsubscribe: List-Unsubscribe-Post:** MIME-Version: **From:** Reply-To: Date: Content-Type: Content-Transfer-Encoding: **X-CSA-Complaints;** i=info@my.do.main; bh=31LApqQcQ0r1y8XZl6JXmRWfWss=; b=KFC71uG5gGSNmjr4/[...]mNecAkA==

Subject: My great Newsletter

From: me@my.do.main

To: samples@certifiedsenders.eu

List-Unsubscribe: <[https://my.do.main/Unsubscribe?q=\[...\]fK](https://my.do.main/Unsubscribe?q=[...]fK)>

List-Unsubscribe-Post: List-Unsubscribe=One-Click

X-CSA-Complaints: whitelist-complaints@eco.de

Transactional mails

Transactional mails cannot contain unsubscribe information. For this kind of mail it is required to use the List-Help record and leave out List-Unsubscribe and List-Unsubscribe-Post.

Important notes

1. According to CSA Criteria 2.18 you need to apply for permission to use List-Help.
2. Please observe in the example below that List-Help has to be signed.

Example Header - transactional mails

DKIM-Signature: v=1; a=rsa-sha1; c=relaxed/relaxed; s=mail; d=my.do.main; h=Subject: **To: List-Help:** MIME-Version: **From:** Reply-To: Date: Content-Type: Content-Transfer-Encoding: **X-CSA-Complaints;** i=info@my.do.main; bh=31LApqQcQ0r1y8XZl6JXmRWfWss=; b=KFC71uG5gGSNmjr4/[...]mNecAkA==

Subject: Your invoice

From: me@my.do.main

To: samples@certifiedsenders.eu

List-Help: <<https://my.do.main/cannot-unsubscribe-explanation.html>>

X-CSA-Complaints: whitelist-complaints@eco.de